

2004 Hampton Citizen Survey



- Conducted by Continental Research Assoc., Inc.
- Independent telephone survey of 300 residents
- August 30 – October 7, 2004 (same time each year)
- Randomly-selected households
- Professional interviewers using a 6-attempt method
- Margin of error = 5.6%



2004 Hampton Citizen Survey

Purpose – Measure the opinions of Hampton residents. (Tracking study began in 1987).

Helps identify strengths and weaknesses of City government and the City.



Rating of City Services

Entertainment at Hampton Coliseum

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	90.0%	83.6%	79.9%	86.5%



Rating of City Services

Public Libraries

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	98.3%	96.0%	99.3%	97.7%



Rating of City Services

The City's Parks

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	91.3%	88.3%	89.7%	94.3%



Rating of City Services

Community Centers

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	92.6%	87.7%	88.2%	93.1%



Rating of City Services

Paramedic and Ambulance Services

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	98.7%	98.0%	97.3%	98.7%
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Rating of City Services

Police Services

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	92.0%	91.3%	91.7%	95.0%
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Rating of City Services

Fire Services

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	100.0%	99.0%	99.7%	99.7%



Rating of City Services

Public Health Services

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	96.3%	90.4%	91.5%	91.8%
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Rating of City Services

Social Services Programs

2001

2002

2003

2004

Satisfied	91.0%	84.8%	86.0%	88.9%
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Rating of City Services

Public School System

2001

2002

2003

2004

Satisfied	81.7%	78.3%	78.0%	78.0%
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Rating of City Services

Youth Sports Activities

2001

2002

2003

2004

Satisfied

90.8%

88.9%

88.1%

91.2%



Rating of City Services

Adult Recreation Activities

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	88.0%	86.6%	83.8%	90.0%



Rating of City Services

Parenting Programs, Classes and Resources

2001

2002

2003

2004

Satisfied	92.9%	91.9%	92.2%	94.7%
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Rating of City Services

Cultural and Arts Programs

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	87.4%	84.9%	87.9%	91.2%
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Rating of City Services

Recycling Program

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	91.0%	89.3%	91.3%	93.0%
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Rating of City Services

Garbage Collection

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	96.0%	93.6%	95.0%	96.0%
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Rating of City Services

Permit Application Process

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	91.5%	87.2%	89.3%	89.4%



Rating of City Services

Information Available on City Services

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	94.7%	91.7%	90.7%	92.7%

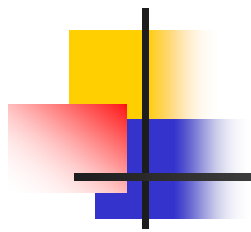


Rating of City Services

Beautification & Landscaping of City Roadways

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	86.3%	79.0%	73.0%	82.7%
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Rating of City Services

The Overall Appearance of Hampton

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	89.7%	83.0%	84.0%	86.0%
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Rating of City Services

Condition of the Main Roads in the City

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	72.3%	63.3%	52.0%	62.7%



Rating of City Services

Condition of Neighborhood Streets

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	71.0%	74.7%	74.0%	76.0%
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Rating of City Services

The Ease of Traffic Flow on Main Roads

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	63.3%	52.0%	45.3%	53.0%



Rating of City Services

Ease of Traffic Flow on Neighborhood Streets

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	89.7%	90.0%	85.7%	86.3%
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Rating of City Services

Courtesy of City Employees

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	93.7%	93.3%	93.0%	95.7%



Rating of City Services

Overall Work Performance of City Employees

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	91.7%	90.3%	92.0%	95.0%



Rating of City Services

311 Phone System

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	91.1%	92.5%	93.5%	92.5%
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Rating of City Services

The City's Efforts to Encourage the Appreciation of Diversity

	<u>2003</u>	<u>2004</u>
Satisfied	84.7%	85.1%

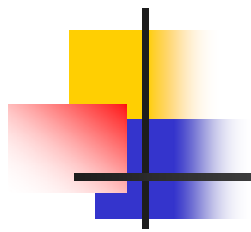


Rating of City Services

The way the City handled preparation and response to hurricane Isabel?

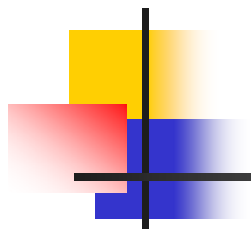
Satisfied

83.2%



“I know how to inform the City about the way I feel on important issues”

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Agree	84.3%	73.3%	80.0%	81.3%



“Before the City makes important decisions, it considers the opinion of citizens who want to be heard”

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Agree	74.0%	62.7%	63.0%	64.7%



Rating of City Services

“City works to provide services to improve the quality of life in all Hampton Neighborhoods”

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Agree	78.0%	75.0%	62.7%	69.7%
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Rating of City Services

“Generally speaking, my neighborhood receives the City services it needs”

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Agree	84.7%	86.0%	86.3%	87.1%



Rating of City Services

Called City in Last Year

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Yes	54.0%	53.3%	63.3%	61.0%



Rating of City Services

How satisfied were you with the ease of making that contact?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
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Satisfied	92.0%	81.3%	88.4%	91.3%
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Rating of City Services

How satisfied were you with how quickly the City handled things?

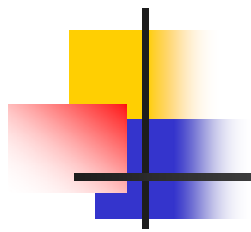
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	86.4%	81.3%	82.6%	84.7%



Rating of City Services

How satisfied were you with the overall quality of the response to your question or problem?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied	87.0%	83.1%	82.6%	91.3%



Do you have Internet access either at home or at work?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
At home (only)	20.3%	27.0%	31.7%	31.7%
At work (only)	5.7%	6.3%	6.3%	9.0%
Both	29.3%	31.3%	31.7%	28.3%
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Total	55.3%	64.6%	69.7%	69.0%



Rating of City Services

The City's Web Site

Satisfied	92.6%
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Rating of City Services

Watched City Council meetings on
TV-47?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Yes	43.7%	40.0%	40.3%	38.7%



Rating of City Services

How many times in the past 12 months did you watch City Council meetings on Channel 47?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Six to twelve times	12.0%	9.3%	11.3%	11.3%
Thirteen to twenty-four Times	2.0%	4.0%	1.7%	1.3%



Rating of City Services

Have you watched any of the other programs or shows on The City Channel, TV-47, in the past 12 months?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Yes	35.0%	30.7%	31.0%	30.7%



Rating of City Services

Overall, how would you rate the quality of The City Channel programs you have seen?

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Good/Excellent	84.8%	72.8%	79.5%	82.6%



How Residents Get Information on City Government

<u>Main Source:</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Newspaper	56%	48%	48%	54%
Network TV	11%	11%	13%	14%
The Internet	6%	9%	12%	8%
Friend/relative	6%	7%	5%	5%
The City Channel (Ch. 47)	4%	8%	8%	4%
City Publications	7%	7%	5%	7%
Call the office	5%	3%	3%	1%



Rating of City Services

Have you seen “The Hampton City Page” in the *Daily Press*?

	<u>2002</u>	<u>2003</u>	<u>2004</u>
Yes	58%	58%	55.7%



Rating of City Services

City Page Content

	<u>2002</u>	<u>2003</u>	<u>2004</u>
Satisfied:	97.1%	92%	94.1%



Questions For Citizens

If you could tell City Government what they should focus on, what one thing is most important to you?

Improve the schools/educational system	17.7%
Improve traffic flow/roads	17.7%
Reduce Crime	8.3%
More redevelopment and revitalization	5.0%
Lower or stabilize my taxes	4.4%
Flooding/rain water drainage	3.0%
Improve the school buildings/add more	2.7%
Have more for kids to do	2.7%



Conclusion

- “While some individual scores may show minor variations from year to year, they are quite high overall”

Continental Research